Analysis of the implementation of tics in tourist services providers in the village Magical Salvatierra, Guanajuato, Mexico

Análisis de la aplicación de las Tics en los prestadores de servicios turísticos en el Pueblo Mágico de Salvatierra, Guanajuato, México

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Abstract

In the present article, it Intends to carry out an exploration and a diagnosis to detect the current situation of the use of information and communication technologies as key factors to Encourage the development of tourism in the Magical Town of Salvatierra, Guanajuato, Mexico. It seeks to know if the providers of tourist services in the ICTs Involve Their provision of service. The research has a qualitative approach, with an exploratory scope. For This purpose, the local president, 2 former tourism directors of the municipality, president of Local the chamber of commerce, one owner of a travel agency and 25 businesses of the service sector, and observation of the use of ICTs in the establishments Were interviewed. The study Allows us to close up commercial establishments That the service industry Know About ICTS some of them Implement them, others, Despite The Fact That They apply them, are willing to apply them, a small number of establishments are not interested in ITS application. Contributing esta information or models to generate Proposals That support the promotion of tourism of the Magical town of Salvatierra.

Information and communication technologies, Tourism, Magical town

Resumen

El presente artículo pretende realizar una breve exploración y diagnóstico para detectar la situación actual del uso de las tecnologías de la información y la comunicación como factores claves para incentivar el desarrollo del turismo del Pueblo Mágico de Salvatierra, Guanajuato, México. Se busca conocer si los prestadores de servicios turísticos involucran las TIC´s en la prestación de su servicio. La investigación tiene un enfoque cualitativo, con un alcance exploratorio. Para ello se entrevistó tres personas pertenecientes a la coordinación de turismo del municipio, presidente de la cámara de comercio local, 1 dueño de agencia de viajes y 5 hoteles, 10 restaurantes y/o cafeterías y 10 comercios y observación del uso de las TIC´s por parte de diversos establecimientos del sector de servicios. El estudio permite concluir que los establecimientos del sector servicio conocen las TIC´s, algunos de ellos los implementan, otros a pesar de que las aplican estrían dispuestos a aplicarlas, escaso número de establecimientos no está interesado en su aplicación. Contribuyendo esta información a generar propuestas o modelos que apoyen el fomento al turismo del pueblo Mágico de Salvatierra.

Tecnologías de la información y la comunicación, Turismo, Pueblo mágico

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Introduction

According to the United Nations Conference on Trade and Development [UNCTAD] two movements -the globalization and new information technologies (ICT) - are radically transforming the tourism sector (UNCTAD, 2004).

The end of the monopoly of information flows and intermediation as a result of the increasing use of the Internet now allow developing countries exploit their tourism resources and get straight to the potential tourist. Proper use of these technologies can give them more autonomy for the development of a brand image and promote its tourism (UNCTAD, 2004).

One of the determining factors in the global exponential growth of this industry is the Internet, which provides every potential tourist immediate access to information available on possible destinations. Thus, the new technologies of information and communication encourage the emergence of a new form of tourism, e-tourism, which creates a custom travel demand based on criteria "to measure" (UNCTAD, 2004).

Mexico is a country where tourism is part of its economy; currently they have 111 magical towns which develop different strategies to generate tourism in their respective localities. Salvatierra tourism development is in early stages so it is important to analyze and diagnose later to generate strategies that may lead to position it as one of the most magical towns in Guanajuato attract tourists.

Rationale

Salvatierra received the appointment of magical town in the year 2008, is considered the first demarcation of Guanajuato, its development is based on agriculture, but it is necessary to exploit the appointment of magical town. Currently part essential for the development of tourist sites is the use of ICT.

Analysis of the current situation of the use of information technology and communication companies and providers of tourist services magical town of Salvatierra Guanajuato, will serve as the basis for generating strategies to increase their competitiveness and promote the tourism development Township.

Problem

The tourism business requires intensive use of information and major resources to publicity, market research and study of consumer tastes. Good management of the tourist information involves rapid identification of needs of travelers and easy to customize and update this information for later use Buhalis (1998, cited by Rivera and Rodriguez, 2011).

According to the World Tourism Organization [UNWTO] (2002, cited by Rivera and Rodriguez, 2011) in many developing countries the tourism sector is of great importance as an employer and foreign exchange earner, so should implement measures to maintain and improve their competitive advantages over tourist destinations located in developed countries. Salvatierra development as a tourist destination has grown very slowly, which makes it necessary to analyze the use of ICT in business and tourism service providers to diagnose the situation.

Research Question

This led to the following research question: Does the lack of application of ICT in business and tourism service providers in the magical town of Salvatierra are limiting access to information and communication and therefore the development of tourism in the magical town of Salvatierra?

General objective

Analyze the current status of implementation of ICT in business and tourism service providers in the magical town of Salvatierra, for access to information and communication by conducting interviews and observation.

Literature review

For Serrano (2003) "The information and communications technology are defined as innovations and new developments in the telecommunications industry, computing, electronics and media and entertainment."

Michael Porter cited by Chaffey (2014) mentions that the key question is not whether to deploy Internet technology-the companies have no choice if they want to remain competitivas-, but how to implement them.

Rivera et al (2011), e-commerce and new information technologies are transforming the nature of global trade, as have been shown to enhance business competitiveness by increasing contacts between producers, suppliers and consumers.

It can be considered that the root cause for most companies decide to enter the trade on the Web and use new information technologies is to take care of your customers, using it as a strategic weapon that allows them to customize their services, and reach customers in a more effective and rapid (Briz and Laso, 2001 cited by Rivera et al, 2011). The tourism business requires intensive use of information and major resources to publicity, market research and study of consumer tastes. Good management of the tourist information involves rapid identification of needs of travelers and easy to customize and update this information for later use (Buhalis, 1998).

According to OMT (2002, cited by Rivera et al 2011), in many developing countries the tourism sector is of great importance as an employer and foreign exchange earner, so should implement measures to maintain and improve their competitive advantages over tourist destinations located in developed countries.

Sheldon (1997, cited by Rivera et al, 2011) points out that the efficient management of information technology can not only reduce the cost of transactions, but also becomes a strategic element for competitive advantage by the tourism businesses. The information age is enabling developing countries to compete on an equal footing with developed countries, as they are no longer needed large budgets to promote its tourist attractions via the expensive traditional channels such as print and television. Tourism authorities and organizations marketing destinations must adapt to new technologies to effectively continue to fulfill its main goal, which is to attract tourists to their destinations. (Rivera et al, 2011). Magical Towns are towns that require orientation to strengthen and optimize the rational use of resources and natural and cultural attractions, strengthen its infrastructure, service quality, innovation and development of its tourism products, marketing and modernization, in short, actions that contribute to trigger the growth of the tourism market (Secretaria de Turismo [SECTUR] 2011).

Telecommunications have become a strategic input to compete in the modern economy. Access to telecommunications services at competitive prices and with sufficient quality is now a prerequisite for individuals and businesses are competitive and maximize the potential of new information and communications technology (SEGOB [Secretariat governorship] 2013).

For Zion & Mihalcescu (2013) the main reason for tourists who are using the Internet is the opportunity for lower prices for flights, hotels, car rental prices. Proposed by Nielsen (2017) in Mexico study Internet sales are also gaining ground mainly in the categories of durable goods. 43% of Mexicans polled via online ever bought travel over the Internet and 61% of consumers who have purchased travel through the Internet continue to do so in the coming months, while 30% will continue to purchase online and in physical stores in similar ways.

Nielsen (2017) mentions that "the penetration of electronic commerce in Mexico is an upward trend mainly because of the time savings it represents, especially services related to travel and event tickets are the most sought after by Mexicans".

Research method

This research has a qualitative approach Hernandez (20014) mentions that "the qualitative approach uses data collection without numerical measurement to discover or refine research questions in the interpretation process." Exploratory reach, Hernandez (2014) mentions that exploratory studies serve to prepare the ground and usually precede descriptive research scope, correlational or explanatory.

With the foregoing it is proposed to start exploratory research is the type as we will be familiar with an object of study little known as the application of ICT in business and tourism service providers in the magical town of Salvatierra, Guanajuato, Mexico. For research made use of semi-structured interviews three people belonging to the coordination of tourism in the municipality, president of the local chamber of commerce 1 own travel agency and 5 hotels, 10 restaurants and / or cafes and 10 shops and observation use of ICT by various establishments in the services sector.

Results

As a result of interviews with participants in the methodology described the following findings were:

Competitor	Find
Staff coordinating tourism.	The municipality is using social networks like Facebook, Instagram. It has website. Staff tourism management courses have taken social networking. Support developing tourism operators to be able to upload audiovisual material. Help tourism operators share content and have more visits. use of ICT to promote tourism is done. The municipality relies on pages State Tourism and federal Magical Towns page to promote themselves nationally and internationally.
Chamber of Commerce	Most union members do not make use of digital platforms or digital marketing to benefit. Many business duels have no knowledge to the use of ICT Lack working together with the public sector to encourage the use of ICT.
Hotels	Most uses of ICTs but only for communication functions. Social networking feature. They consider it important that your hotel make use of ICT. They consider having TIC's may generate higher revenue. They do not have trained for handling various ICT staff.
Restaurants and cafes	Almost entirely they believe it is important to use technology in their business. They think they know lots of TIC's. They believe that because of its ease of use the internet is the most used tool. Mentioned that technology is a prerequisite for better control in business tool. Consider some of the benefits of using ICTs in their establishments is time saving, easy work and have a larger organization. They use Facebook to make themselves known. Almost all have noticed recognize multiple benefits by implementing the use of ICT in their business.
Shops	Some businesses make use of ICT in their business. Some of them make use of computers and mobile devices. They make use of ICT for sales, advertising, and inventory management. Among the benefits that have had to implement them in order of importance they are: increased sales, management control of the business and increased advertising. The vast majority believes it is very important the application of ICT to business growth. Those who do not know or implement ICTs are mostly willing to make use of them. The reasons why they say not to use ICTs in order of importance are: because they do not know how to use, consider that they are expensive and because they have ignorance on the subject. Within the ICT would be more willing to use are: computer, mobile devices, social networks and software.
Travel agency	Uses Facebook pages for promotions. Send information via email. Their website is under construction.

Table 1 Research findings
Source: Self Made

As a result of the observation it was obtained as follows:

VisitMexico pages have registered hotels in Salvatierra.

TripAdvisor does not throw in your search for hotels in the magical town of Salvatierra.

You can find hotels Salvatierra on pages that are not as well known as the others.

In inventory, hosting the state in 2016, are registered 11 hotels in the inventory can only find no phone number and website features.

City Hall page is created in Wix, it includes advertising of different things unlike official pages of other municipalities that focus only on official information.

One of the major hotels in the city does not have fanpage on Facebook, but it handles a normal profile, publications that might be viewed only by people who are on your friends list. Of the publications listed they are not constant nor attractive.

Restaurants mostly in Facebook Fanpage have however not handled properly.

The main restaurants and cafes in the city have terminal to perform card payments.

Conclusions

The current situation of use of ICTs in the magical town of Salvatierra, Guanajuato, Mexico presents a poor outlook regarding the use of these.

We can say that is limited accessibility to product information due to little use of ICT, which may be hindering the development of tourism in the city caused by the lack of information you can find the tourist destination regarding issues such accommodation, catering, entertainment, events, attractions and additional services.

Today there are lot of information and communications technology that can be applied to promote tourism.

As we saw it is necessary that service providers are updated so they can be released so they can attract more visitors, which can involve both local chamber of commerce and municipal presidency.

The characteristics of the Mexican market do not yet allow the implementation of various strategies due to the digital gap with first world countries, however, year after year has made progress in penetration rates of internet, computers and mobile devices, but it is necessary to focus on international tourism.

Generating a model of e-tourism to support the promotion of tourism in the magical town of Salvatierra, Guanajuato, Mexico needed.

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